

REMARKS:

By response dated February 1, 2006, Applicant submitted a Request for Continued Examination, and response and amendment. The Examiner issued an Office Communication dated July 12, 2006 stating that the amended claims were not directed to the previously elected invention.

Following a telephone interview on August 7, 2006, the Examiner indicated that language in claim 1 defining fan blades having a length greater than a first distance was objectionable. However, the Examiner agreed that claim 1 could define "a product" as a ceiling fan by incorporating dependent claim 14 into claim 1.

Therefore, Applicant has amended claim 1 in light of the Examiner's objections and discussion during the telephone interview. Claims 1, 4, 5, 7, 8, 9, 13, 19, 22 and 23 have been amended in clarification. Claims 6, 10, 14, 21, 24 and 25 have been canceled. New claim 26 has been added. No new matter has been added.

Amended independent claim 1 is directed to a product display stand including a product, wherein the product is a ceiling fan. As discussed during the interview, Applicant has incorporated previously submitted claim 14 into claim 1. Claim 14 was included in elected Invention I, as defined by the Examiner by Office Action dated September 29, 2004. The product display stand of claim 1 includes a vertical support. A product, which is a ceiling fan, is connected to and suspended from a distal end of the arm extending from the support. The distal end is radially spaced from the vertical support.

Claim 1 has also been amended to provide for a horizontal base comprising at least one tubular member which defines a periphery of the base. The periphery of the

horizontal base forms a T-shaped outline. A base plate is connected to the horizontal base near the periphery (i.e. a first portion of the horizontal base proximate the periphery thereof) so that the horizontal base includes a portion extending outwardly from the vertical support (i.e. a second portion). This second portion is configured for receiving and displaying ceiling fan boxes. See Specification, Figure 4.

Subject matter previously provided in claim 1 relating to first and second members having parallel legs is now provided in new dependent claim 26, which depends from claim 1. Claim 26 further defines the horizontal base of the stand. Claim 4 has been amended to depend from new claim 26 (which depends from claim 1). Claims 5, 7-9 and 13 depend from claim 4. Applicant submits that all claims read on the previous elected Invention I.

None of the prior art of record discloses or suggests a display stand as claimed in the present application. U.S. Patent No. 5,273,402 to Maury fails to disclose or suggest a display stand having a horizontal base comprising a tubular member defining a periphery thereof and forming a T-shaped outline. Moreover, Maury fails to disclose or suggest an arm having a distal end radially spaced from the central axis of the vertical support, whereby a ceiling fan is suspended from the distal end. To the contrary, Maury includes an arm having an end from which a ceiling fan is suspended that is axially aligned with the vertical support.

U.S. Patent No. 4,549,366 to Gerding does not include a product connected to and suspended from a distal end of an arm, wherein the product is a ceiling fan, as claimed by Applicant. In addition, Gerding does not include a base having a periphery forming a T-shaped outline. Nor does Gerding include an arm having a distal end radially spaced

from a central axis of a vertical support from which a ceiling fan (or any other product) is suspended. Rather, Gerding provides an arm having a circular needlework hoop extending upwardly from a support. The center of the circular hoop is axially aligned with the central axis of the vertical support. Suspending the needlework hoop from a distal end of any arm would destroy the intent of Gerding's invention, given a user could not access a needlework piece if it was suspended as it would be upside down relative to the user.

U.S. Patent No. 6,158,701 to Deshler also fails to disclose or suggest the present application, as amended, either alone or in combination with the other references. Deshler likewise fails to provide for an arm having a distal end from which a ceiling fan is suspended. Furthermore, suspending a vehicle part from a distal end of an arm that is radially spaced from the central axis of the vertical support is neither disclosed nor feasible with the stand disclosed in Deshler. Such a configuration would not support the weight of the vehicle part, rendering the Deshler stand inoperable. The Deshler stand intends that the part be rested on top of the "support rack 30" and axially aligned with the vertical support. Furthermore, the Deshler base fails to include tubular members defining a T-shaped periphery, as in the horizontal base of the present invention. The Deshler base is not horizontal, and therefore is not configured for receiving boxes of ceiling fans (or boxes of any other products).

None of the remaining references previously cited are directed to display stands for supporting a ceiling fan. Furthermore, none of the art of record discloses or suggests a stand having a support arm as claimed by Applicant, wherein the arm includes a distal end radially spaced from a vertical support. This feature is neither disclosed nor relevant

in the art of record. Further, none of the art of record discloses or suggests a horizontal base having the features claimed by Applicant, including a tubular member defining a periphery and forming a T-shaped outline, whereby the base plate (and thus vertical support) is connected to a portion of the horizontal base proximate the periphery. This configuration provides for a second portion extending outwardly from the vertical support which provides a surface for receiving boxes of ceiling fans.

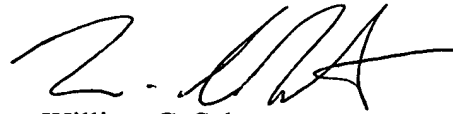
The features now provided in the amended claims provide for a lightweight product display stand that safely displays a ceiling fan, allows customers to view the ceiling fan, and allows an area for storing product boxes (i.e. boxes of the ceiling fan being displayed) which are easily accessible to customers without assistance of retail store personnel. The configuration of the product display stand is also relatively unobtrusive given the distal end of the arm and portion of the horizontal base for storing boxes extend outwardly and away from the vertical support (i.e. radially spaced therefrom).

In light of the amendments and remarks herein, as well as those previously submitted, Applicant submits that all pending claims are now in condition for allowance. Reconsideration of the application in amended form is respectfully requested.

It is Applicant's understanding that the amendments herein overcome the objections to the previously submitted response dated February 1, 2006. The Examiner is invited to contact the undersigned should any further explanation or clarification be required.

It is believed that no other fees are due with this submission. Should that determination be incorrect, then please debit Account No. 50-0548 and notify the undersigned.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'W. Schrot', written over a horizontal line.

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